

MOTORISTS KEEN FOR CAR EQUIPMENT

Lighting Systems to Hold
Prominent Place at Na-
tional Auto Show.

ELECTRICITY HAS
NOT DISPLACED GAS

Owners of Motor Cars Can Get
More Comfort for Money
than Ever Before.

Judging from the announcements of the new car types of the manufacturers, it would seem that 1914 will be an equipment year. Never before in the history of the automobile has a buyer of a motor car received so much for his money in the way of equipment as at present. Hundreds of equipment niceties will be seen in the cars at the Grand Central Palace automobile show during the week of January 3 to 10.

Among the various things in equipment which will attract the attention of motorists at the show will be the lighting systems, which have added comfort and convenience to the lot of motorists. So thoroughly are the motorists accustomed to the splendid lighting of to-day that if they had to resort to the systems used only a few years back automobilism would be confined to travel by daylight only, so troublesome and unsafe would be touring at night. Charles E. Duryea, a technical expert who has been identified with the automobile industry since its inception, makes interesting comparisons of the early and present day lighting problems. He says:

"The traveler of half a century ago was able to light his way by the use of a kerosene lantern, but not many years before he had to depend on a tallow candle in a tin can, perforated so as to allow a few rays to shed light on his path, while keeping most of the wind from reaching the flame. The result was insignificant. To-day we have the most profuse devices for illuminating our going at night. While the candle is still used in the ornamental Chinese lantern and similar places, it is not the common form.

"A quarter of a century behind kerosene, the electric light came before the public in 1876, or soon thereafter, and took the country by storm. To get a brilliant light by turning a button and to find it free from flame or danger of fire was almost an 'Arabian Nights' achievement.

"When the automobile came into use the electric light was, of course, early thought of. Thus, in 1897 we secured small bulbs, suited to the low tension dynamo then used on cars for ignition purposes, and the electric headlight came into use. There were troubles enough with the gas car at that time, and so the problem of lighting was left in abeyance, and the usual carriage lantern was generally fitted.

"On the electric vehicles the electric light came into use naturally, and as the use of storage batteries became common on the gasoline cars, the electric light became more common also. But it was not without a rival. The new material, carbide of calcium, came into use in the last years of the last century, and the small lights on the bicycles were followed by larger ones for the automobile.

"The brilliant flame of acetylene gas, generated by the carbide and water, so far outshone the best lights of a few years ago that this light took a front place for night driving.

"However, the brilliant gas only served to stimulate the electric inventors, who at once set about to furnish practically as brilliant a light and a means for producing it as a part of the engine equipment, until to-day we have the magnificent electric lighting systems which permit lighting the car inside and out by turning the proper switches, and which make it a veritable travelling palace so far as lighting is concerned.

"To fully appreciate the ingenious arrangements that are employed in modern car lighting one must see the actual cars and the great automobile show in the Grand Central Palace, which will prove most interesting to the student who is looking for light on this subject."

ROUGH AUTO TRIP ACROSS CONTINENT

Patterson Tells of Hardships
Encountered on Track of
Lincoln Highway.

Having driven over 4,200 miles since October 25, J. Neil Patterson, the young Detroit motorist, who secured a motion picture record of the Lincoln Highway route, arrived in this city last week. Accompanying Patterson were Ben Holladay, of Los Angeles, and J. Mitchell, a moving picture photographer, both of whom made the long trip across the continent in the Lozier six which Patterson drove.

Patterson captured a number of wagers by arriving in Detroit before Thanksgiving Day, but he made good only by the most strenuous kind of driving. Over the roads from Denver to Chicago, a speedometer distance of 1,152 miles, Patterson and Holladay alternated at the wheel and made the trip in the remarkable running time of sixty-three hours. Many excellent films were secured showing the difficulty of getting through the mountains and desert country around Salt Lake City. These, it is believed, will be of great aid in raising funds for the Lincoln Highway cause.

"For the greater part of the territory through which we have come the Lincoln Highway is still a name only," said Patterson yesterday. "But there seem to be loads of enthusiasm, and the way those red, white and blue signs are going up to mark the route certainly shows the people in the Middle West to be pulling for it. Road conditions in the district just west of Salt Lake City are so bad, especially at this time of the year, that no one believed it possible for us to get through. What would you say to thirty washouts in a space of three miles? That's what we had to plough through in a place called New Pass, between Eureka and Austin, Nev."

LOZIER LIGHT SIX WHICH ARRIVED HERE LAST WEEK AFTER JOURNEY OVER LINCOLN HIGHWAY FROM PACIFIC COAST



GOVERNORS FAVOR CONVICT LABOR TO REPAIR HIGHWAYS

Road Building Advocated, as It
Affords Healthful Work
for Prisoners.

A SAVING TO TAXPAYERS

Twenty-five States Have Joined in
Movement to Establish Sys-
tem of Road Camps.

Twenty-five governors have placed themselves on record as favoring the working of convicts in the construction and repair of highways, according to a compilation of the discussions of prison labor in their last messages to the Legislature, recently issued by the National Committee on Prison Labor.

Convict road work is advocated by the governors both because of the healthful nature of such work and owing to the fact that convicts who have been employed in this way can more readily find employment when released; while many of the governors also point out the benefit to the public from better roads secured at a minimum cost.

Governor Dunn of Illinois states that humanitarian reasons underlie the employment in open air work of this sort, wherein and whereby the convicts are restored to society with their manhood quickened instead of deadened or destroyed.

Governor Odell of Nevada, who was instrumental in securing the passage of the legislation which provides for convict road work in that state, is enthusiastic as to the success of the plan.

"There is no question," he maintains, "but that the passage of this law has had a wholesome effect on our prison system, and has been the means of giving a new start in life to a large proportion of the discharged and paroled men. About 40 per cent of the total number of our convicts have been performing good service under the honor system at the road camp."

Governor Hanna of North Dakota, Governor Cox of Ohio and Governor West of Oregon, hold that outdoor work should be a privilege to be earned by good conduct; Governor Mann of Virginia testifies to the efficiency of the convicts when employed on the roads and cites figures to prove the economy of such work, maintaining, however, that the present cost can be greatly reduced by placing the men on their honor and lessening the number of idle guards; while Governor McDonald of New Mexico and Governor Carey of Wyoming refer to the few attempts at escape that have been made by convicts practically unguarded.

Governor Hunt of Arizona is in favor of paying the convicts at least 25 cents a day for their services, as the cost will be small compared to the actual benefit derived by the construction of splendid highways, while the benefit accruing to society will return the investment a thousandfold.

The consideration given to convict road work by the governors is an indication of the importance attached to the matter by the people throughout the country. The governors present many different viewpoints, but a careful study of their statements shows that roadwork, when conducted on a basis fair to the convict and the state, will go far toward solving both the convict labor problem and the problem of good roads.

HEAVY TIRE FOR TOURISTS

New Inner Tube Will Assure
Extra Mileage.

The heavy tourist inner tube manufactured by the Goodyear Tire Company will in the future be 30 per cent thicker than the ordinary tube. Also, the rim of this new tube is reinforced, being 50 per cent thicker than the balance of the tube, which protects it from rim rust and chafing, and reduces pinching to a minimum. The result is extra tube strength and extra tube mileage.

The heavy tourist tube for motorists is made of pure Para rubber—a factor of no little importance in fulfilling the requirements necessary in a tube capable of giving long service. Blowouts, punctures and other tube troubles are more easily repaired when the rubber is not deteriorated.

No Tire Guarantees Abroad.

In the talk of a foreign invasion of tire makers, it is to be borne in mind that standards of selling tires abroad are vastly different from those in vogue here. Guarantees are absolutely unheard of abroad, and there is not even a sort of



J. NEIL PATTERSON AND HIS SUNRISE CREW.

understanding when the tire is bought that it is likely going to run any given number of miles. Under such conditions, it is easily to be seen that foreign makers invading this field will have to make changes in their selling methods. Of

course, the recent cut in American tire prices makes the actual invasion a doubtful thing. Most tire manufacturers in this country give it to be understood when the tire is bought that it should give changes in their selling methods. Of

TOWER PLAYS PART OF PRIVATE OWNER

Race Driver Makes Interesting
Trip from Detroit to Florida
and Return.

Jack Tower, former race driver, working as an inspector at the Studebaker plant in Detroit, looked up the other day as a messenger boy touched him on the shoulder.

"Mr. Heaslet wants to see you," said the boy and vanished. Jack washed his hands and reported at the office of the chief engineer, where he met L. A. Buck, of the sales department, who had been similarly announced.

"Boys," said Heaslet, "you have drawn a vacation. You're off your regular jobs for the present. Forget you're on the payroll. Down in the yard are two automobiles. They're yours until you turn them back in. Here are your expense checks. Take those cars from Detroit to Jacksonville and back.

"Mind, now, you're private owners. You're carrying only the regular touring equipment. I don't want to hear a thing from you till you get back. Then I want to know every bit of information you've got out of your trip. Now beat it!"

The cars were the first Studebaker "Four" and "Six" produced in the regular factory run. With three thousand miles showing on their speedometers, they rolled back into Detroit, having played their roles to a finish.

New Types of Foreign Cars at Importers' Salon

Popular Priced Light Autos and
Even Cyclecars To Be
Exhibited.

VEHICLES IN HIGH FAVOR

Tariff Now Favors the European
Makers, Who Will Seek to
Develop Market Here.

Foreign automobile manufacturers will be represented by more types of cars at the forthcoming Salon in this city than at any of its predecessors. Heretofore the exhibits, intended solely to interest a wealthy clientele, were confined in great degree to large, high priced motor cars. This year the foreign built, popular priced light car and even the cyclecar will be included.

Under the new tariff the makers of light cars abroad believe they can develop a market here, and a number are now negotiating for agencies. One has already been closed for the Bugatti, which has been manufactured in Belgium since 1910.

This light car, which makes its American debut at the Salon, has achieved a remarkable record in European competitive events during the past few years. It embodies a number of mechanical features which will interest Americans, and inasmuch as the Salon and Palace shows run simultaneously next month opportunity will be afforded for comparisons with American cars in the same class.

One, at least, and perhaps two cyclecars from England, the birthplace of this new type of motor vehicle, will be found among the exhibits in the grand ballroom of the Astor when the Salon opens on January 2. This will be the first time that the cyclecar has

appeared in an automobile exhibition in this country, and in view of the interest in this type which has recently sprung up in America the cyclecars are certain to be one of the big features of the Salon.

SEVERE TEST FOR MOTOR

Automobile Club of America to
Try New Knight Engine.

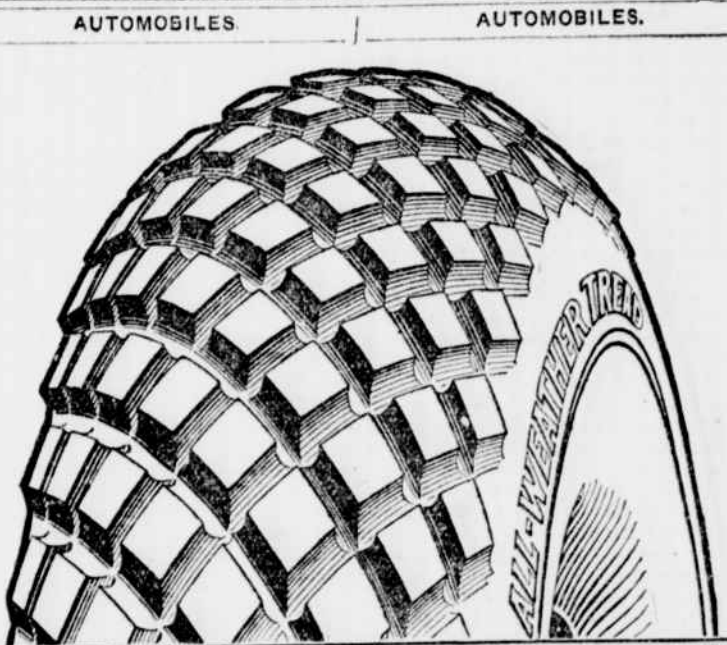
W. H. Van Dervoort, president; A. F. Marshall, chief inspector; Roy Butterfield, chief tester, and L. M. Bradley, of the Moline Automobile Company, will arrive in New York to-morrow with the 50-horsepower Moline-Knight motor which will be put on the block next Friday at the Automobile Club of America for a two-weeks' day and night continuous run.

Never in the history of the automobile industry has such a severe test been attempted by a motor car maker either in this country or Europe. It is the first public test ever made in this country of a Knight sleeve valve engine, and manufacturers, dealers, buyers and mechanical engineers are deeply interested in the performance.

If the motor finishes the run of 336 hours all previous records of a like nature will be shattered. This test will be, in a sense, a sequel to those made by the Royal Automobile Club of London with the Daimler-Knight engines in 1909. The two Knight motors then tested ran continuously for 123 hours, developing an average horsepower more than 30 per cent above their Royal Automobile Club rating.

Norris Mason Leaves Renault.

Norris N. Mason, for two and one-half years sales manager of the Renault Selling Branch, Inc., has tendered his resignation to take effect on the 30th of this month, to become president of the Henderson Eastern Motors Company. In resigning from the Renault Company Mason completes nearly ten years of service in the interest of foreign cars in the United States.



All-Weather Treads

Run Like Smooth Treads
Last Like Plain Treads
Hold With a Bulldog Grip

This is the tread which is outselling plain treads with users of Goodyear tires. And now—as winter approaches—every wheel on every car should have it.

Here seems to be the final solution of all our anti-skid problems. It is a double-thick tread made of extra-tough rubber, toughened by a secret process.

The grips are deep and enduring. They last for thousands of miles. They never entirely wear off.

The edges are sharp, and they stay sharp. They face the skidding direction, which is 45 degrees. As a result, they offer all road surfaces an almost irresistible grip.

The blocks are broad and flat. They are all in alignment, following the tire's direction. There is no vibration as with scattered projections. The tread runs as smoothly as a plain tread.

The blocks widen out so they meet at the base. Thus the strains are distributed over the fabric just as with smooth-tread tires. That means long life. Separate projections center the strains at one little point in the fabric, causing short-lived tires.

So here is safety combined with economy. Here is plain-tread smoothness, plain-tread durability, combined with tenacious grip.

You will find nothing of the kind that compares with it. Inspect this tread and you are bound to select it, especially for winter driving. And yet most old-type anti-skids cost more than All-Weather treads.



GOODYEAR
AKRON, OHIO
No-Rim-Cut Tires
With All-Weather Treads

Exclusive Goodyear Features

Here are three other vital features found in No-Rim-Cut tires alone. First, a type of tire which we control, and which endures rim-cutting completely. No other feasible way has ever been found to do this. And rim-cutting ruins almost one-third of all the old-type tires.

Second, a tire which saves countless blow-outs due to wrinkled fabric. The tires are final-cured on air bags shaped like inner tubes—under actual road conditions. This extra process, used by us alone, adds to our tire cost \$1,500 daily—just to lessen blow-outs.

Third, in making this tire, hundreds of large rubber rivets are formed to prevent tread separation. We paid \$50,000 for control of this patent. Thus we combat the three main items in the cost of tire upkeep. We have saved motorists in these ways many millions of dollars.

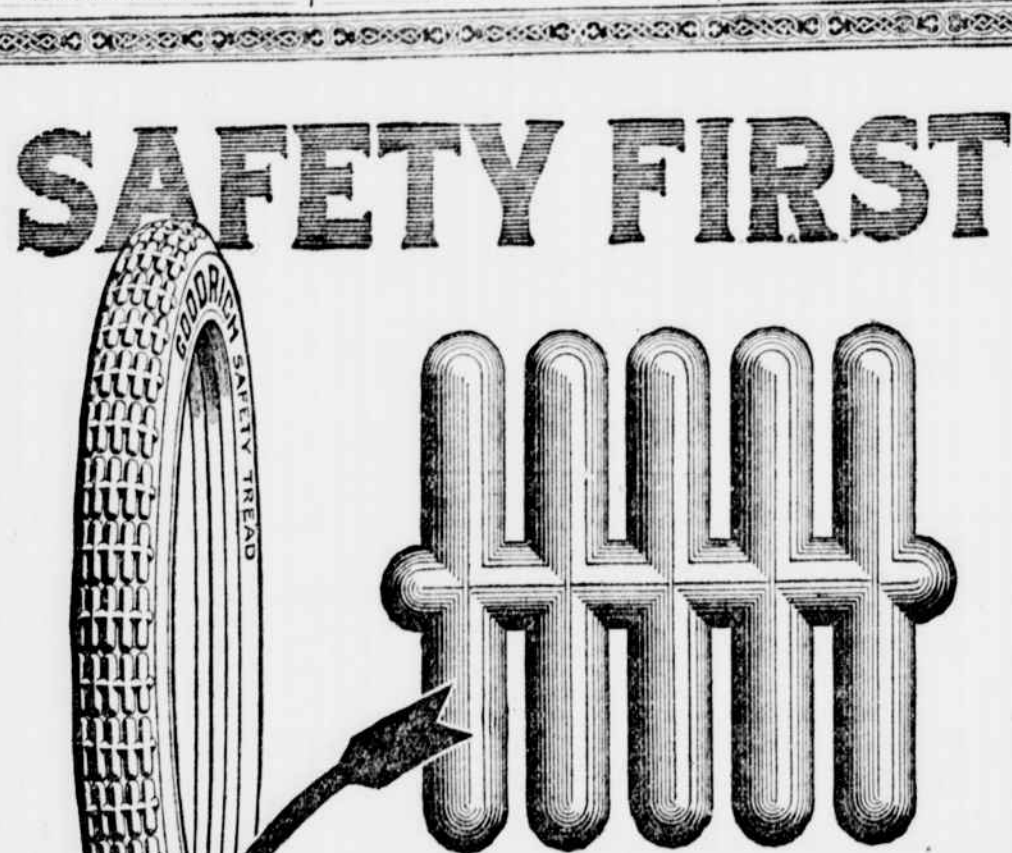
As a result, the largest-selling tires in the world today are Goodyear No-Rim-Cut tires. And more are adopting them every day—as fast as men find them out. Until you come to them, a large part of your tire cost is wasted in needless ruin.

The Goodyear Tire & Rubber Company, Akron, Ohio
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This company has no connection whatever with any other rubber concern which uses the Goodyear name. Dealers in 103 Principal Cities. Write Us on Anything You Want in Rubber.

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SAFETY FIRST



The Tread that makes the Brake Effective

Five Bars and a Cross Tie—
the Safety First Symbol

Five thick, tough Goodrich rubber fingers—

They dig down through mud, slush and ooze; they clean and grip the road. They stop the skid before it starts. They give you lower-cost mileage because of the extra thickness of rubber at the point of contact.

Goodrich Safety Tread Tires

Best in the Long Run—Best in the Short Stop

Don't experiment. Don't take chances. Look for the five bars and the cross-tie when you choose a non-skid tire. Read the reduced prices below. Better still, tear out this price list and hand it to your dealer.

Don't pay more than the prices named here for the accepted standard non-skid tires:

Size	Smooth Tread Prices	Safety Tread Prices	Size	Smooth Tread Prices	Safety Tread Prices
30 x 3	-	\$11.70	34 x 4 1/2	-	\$33.00
30 x 3 1/2	-	15.75	35 x 4 1/2	-	34.00
32 x 3 1/2	-	16.75	36 x 4 1/2	-	35.00
33 x 4	-	23.55	37 x 5	-	41.95
34 x 4	-	24.35	38 x 5 1/2	-	54.00
					57.30

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